

**Kate Marshall**  
State Treasurer



**Steve George**  
Chief of Staff

**Mark Mathers**  
Chief Deputy Treasurer

**STATE OF NEVADA**  
**OFFICE OF THE STATE TREASURER**

**RE: Nevada College Kick Start Savings Program**

Dear School Administrator:

Research conducted by the Center for Social Development at Washington University in St. Louis outlined in, "The Role of Savings and Wealth in Reducing 'Wilt' Between Expectations and College Attendance," found *that children with a college savings account are up to seven times more likely to attend college than those without an account.* Similarly, a study conducted by the University of Kansas' School of Social Welfare found that college savings send a strong message to children: *"You are a college saver. You are college-bound."* The study also concluded that *"Even small accounts, in many cases inadequate to even buy books for a semester, increase perseverance and improve academic preparation."* It is important to note that such conclusions applied regardless of family income, ethnicity, or the educational attainment of the child's parents.

With this information serving as a catalyst to action, as administrator of the College Savings Plans of Nevada Program and as Chairman of the Board of Trustees of the College Savings Plans of Nevada, it gives me great pleasure to announce an exciting new pilot program we are launching in elementary schools located in selected Nevada school districts. In the fall of 2013, the **Nevada College Kick Start Savings Program** will begin its journey to support the dream of a college education for Nevada children and their parents by establishing 529 college savings accounts for all new fall 2013 kindergarten students at your school.

The pilot program will include elementary schools in 13 of Nevada's rural communities, including yours. Selected Title I schools in Washoe County will also be part of the pilot program, thanks to a grant through Charles Schwab Bank. In all, the Nevada College Kick Start Savings Pilot Program will include nearly 3,000 kindergarten students. These accounts will be established automatically.

The Nevada College Kick Start Savings Program will use a portion of the fees we receive from our private sector College Savings Program of Nevada program manager, Upromise Investments Inc.—not taxpayer dollars—to open an SSgA Upromise 529 Plan account with an initial deposit of \$50 for each student entering kindergarten at your school. Each account will be maintained in the College Kick Start Program and withdrawals will only be allowed to cover Internal Revenue Code qualified higher education related expenses. If a parent chooses to open an accompanying SSgA Upromise 529 account, the parent will remain in control of the account and funds may be withdrawn for any purpose; however, the tax advantages mentioned above would not apply.

**CARSON CITY OFFICE**  
State Treasurer  
101 N. Carson Street, Suite 4  
Carson City, Nevada 89701-4786  
(775) 684-5600 Telephone  
(775) 684-5623 Fax

**STATE TREASURER PROGRAMS**  
Millennium Scholarship Program  
Nevada Prepaid Tuition Program  
Unclaimed Property  
SSgA Upromise 529 Plan

**LAS VEGAS OFFICE**  
555 E. Washington Avenue, Suite 4600  
Las Vegas, Nevada 89101-1074  
(702) 486-2025 Telephone  
(702) 486-3246 Fax

The Treasurer's Office will supply all collateral materials, which may include fliers, brochures, posters, etc. Information will also be available on our special Nevada College Kick Start Program website ([CollegeKickStart.nv.gov](http://CollegeKickStart.nv.gov)), and will be sent periodically via email and regular mail to parents. Information will include how parents and other family members can supplement these accounts with monthly deposits into their own accounts, how this money can grow over time, and how these savings accounts can help parents meet the increasing cost of college tuition.

As for your role as a school administrator, we need you to serve as local ambassadors and as our "boots on the ground" at your school and in your community as we simply do not have the staff to serve our pilot program area. A survey of parents conducted by the EARN Research Institute found that *"teachers and school principals are cited as the most trustworthy sources of information..."* The Nevada College Kick Start Program cannot succeed without your school and your staff's support. These accounts can only be created based on information provided by your school, including the kindergarten student's name and school ID number, as well as their home address and email (if available). The Treasurer's Office will need to receive information on incoming 2013 kindergarten students as soon as possible to establish these accounts, but by no later than August 12, 2013. The Treasurer's Office will provide you with an electronic method to submit your student data to aid us in automatically generating these accounts.

The reason we chose to launch the Nevada College Kick Start Savings program with kindergarteners is that it provides parents and other caregivers with a thirteen year head start in which to save for future higher education costs. Whatever savings are amassed will help defray the cost of tuition, books, housing, or any other Internal Revenue Service approved higher education related expenses. Savings in a 529 college savings account grow tax-deferred and if used for approved higher education related expenses are free from federal taxes.

We will be encouraging parents and other caregivers to consider opening a separate SSgA Upromise 529 Plan college savings account to incrementally grow their child's savings over the next thirteen years. Parents can simply go to [Nevadas529.com](http://Nevadas529.com) or call 1-800-587-7305 to do so. Whatever savings are amassed will help defray the cost of tuition, fees, books, housing, or any other Internal Revenue Code qualified higher education related expenses. Savings in a 529 college savings account grow tax-deferred and if used for qualified higher education related expenses, are free from federal taxes. Parents may also choose to not participate in the program by going to [CollegeKickStart.nv.gov](http://CollegeKickStart.nv.gov) and completing the "Opt Out" Form.

Participants with an annual household income of less than \$75,000 may also be eligible for the Silver State Matching Grant Program (<https://uii.s.upromise.com/content/match.html>), which helps Nevada families accelerate their college savings by providing up to \$300 in additional matching grant funds each year to qualified participants up to a lifetime maximum of \$1,500. The application period for the Silver State Matching Grant Program is April 1 through June 30.

In closing, we ask that you review this information with your staff to determine if your school is willing and able to take on the challenge of serving as the local ambassadors for this program. If so, we ask that you complete the included Memorandum of Understanding and return it to:

State Treasurer's Office  
ATT: Steve George  
101 N. Carson Street, Suite 4  
Carson City, NV 89701

Together, we can make a substantial difference in the lives of many Nevada students by helping them to realize that college is not just a dream, it can be a reality with proper planning and commitment.

I thank you in advance for your support. Should you have any questions, please feel free to contact my Chief of Staff, Steve George, at [sggeorge@nevadatreasurer.gov](mailto:sggeorge@nevadatreasurer.gov) or at (775) 684-5666.

With Warm Regards,

A handwritten signature in black ink that reads "Kate Marshall". The signature is written in a cursive, flowing style.

Kate Marshall  
State Treasurer